

Message Text

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TAGS: BEXP, BU

SUBJECT: DEVELOPMENT OF THEMES FOR TRADE PROMOTION EVENTS -
BULGARIA

STATE FOR E AND EUR/EE

USDOC FOR BEWT/B. THOMPSON

VIENNA FOR EWTC/WHELAN

REF: (A) VIENNA 857 (B) STATE 280446

1. EMBASSY HAS REVIEWED REFTTEL A REGARDING TRADE PROMOTION EVENTS, AND COMMENTS ARE BELOW. PLEASE NOTE WE ARE NOT FAMILIAR WITH METHODOLOGY USED DETERMINE INCREMENTAL U.S. EXPORTS TO BULGARIA ANNUALLY, AND OUR JUDGMENTS ARE BASED LARGELY ON DISCUSSIONS WITH GOB OFFICIALS REGARDING AREAS WHERE THEY FEEL U.S. HAS GREATEST OPPORTUNITY TO EXPAND EXPORTS. RANK ORDER IS NOT QUESTIONED UNLESS DIFFERENCE OF OPINION IS SIGNIFICANT.

2. COMMENTS:

(A) CATEGORY FOR MINERAL EXPLORATION AND EXPLOITATION SHOULD BE ESTABLISHED AND RANKED HIGH. BULGARIANS ARE UNCLASSIFIED

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INCREASINGLY CONSCIOUS OF SCARCITY AND IMPORTANCE OF

MINERAL RESOURCES, AND HAVE SUGGESTED EMBASSY CONSIDER RECOMMENDING THIS AS THEME FOR U.S. PAVILION PLOVDIV FAIR IF PRESENT THEME DID NOT WORK OUT.

(B) THIRD RANKING TELECOMMUNICATIONS EQUIPMENT SHOULD BE RANKED LOWER. FRG, FRANCE AND NORWAY HAVE BEEN CONSPICUOUSLY SUCCESSFUL SIGNING CONTRACTS IN THIS AREA IN RECENT YEARS, AND GOB MAY PREFER TO CONTINUE WORK WITH ORIGINAL PARTNERS. ONLY FIELD U.S. MAY HAVE ADVANTAGE HERE IS COMMUNICATION SYSTEMS FOR AIRPORTS. ALSO OUR EXPORT CONTROL PROGRAM WOULD SLOW SALES IN SOME AREAS.

(C) UNDER FOURTH CATEGORY, TAKE WORD "COMPUTER" OUT OF BRACKETS AND PUT "OFFICE MACHINES" IN BRACKETS INSTEAD. BULGARIANS HAVE EXPRESSED LITTLE INTEREST IN OFFICE EQUIPMENT APPARENTLY REFLECTING LOW PRIORITY THIS FIELD. ON OTHER HAND, BULGARIANS VERY EAGER TO DEVELOP ELECTRONICS INDUSTRY WITH U.S. ASSISTANCE, AND ELEVENTH RANKED ELECTRONIC COMPONENTS SHOULD PROBABLY BE ADDED TO COMPUTER CATEGORY. GIVEN DELAYS AND CONFUSION CAUSED BY EXPORT CONTROLS, HOWEVER, IT PROBABLY NOT DESIRABLE TO ACTIVELY PROMOTE THIS CATEGORY AT PRESENT TIME.

(D) MINING MACHINERY SHOULD BE SEPARATED FROM CONSTRUCTION MACHINERY IN TENTH CATEGORY AND SUBSUMED UNDER (A) ABOVE. CONSTRUCTION MACHINERY AND MATERIALS AS CATEGORY BY ITSELF SHOULD THEN BE MOVED WELL UP THE LIST. AMBITIOUS CONSTRUCTION PROGRAM LONG-PLAGUED WITH PROBLEMS MAKE THIS ANOTHER FIELD IN WHICH BULGARIANS HAVE SHOWN INTEREST AS THEME FOR U.S. PAVILION AT PLOVDIV FAIR. CONSTRUCTION FAIR SCHEDULED JUNE 8-13, 1975, AT PLOVDIV IS ADDRESSED TO PROBLEMS OF EQUIPMENT, TECHNIQUES AND MATERIALS. SHORT LEAD TIME FOR LATTER FAIR LIKELY TO LIMIT PARTICIPATION AND NOT EXHAUST POSSIBILITIES FOR FURTHER DEVELOPMENT THIS THEME AT LATER DATE.

(E) AREAS OF PLASTICS PRODUCTION, PULP AND PAPER MANUFACTURE, AND TEXTILES MIGHT BE SUBSTITUTED FOR SUCH UNCLASSIFIED

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ITEMS AS MATERIALS HANDLING EQUIPMENT AND MEDICAL INSTRUMENTATION WHERE INTERNAL PRODUCTION CONSIDERED SATISFACTORY.

3. EMBASSY CONCURS PARA 4 REFTEL A THAT ANNUAL PLOVDIV INTERNATIONAL FAIRS HELD IN SEPTEMBER IS ONLY EVENT IN WHICH USG SHOULD CONSIDER OFFICIAL PARTICIPATION. PLEASE NOTE, HOWEVER, WE FEEL SIGNIFICANCE OF EVENT AND ITS IMPORTANCE TO GOB OFFICIALS OF SUCH MAGNITUDE AS TO OUT-

WEIGH SEMINARS, TRADE MISSIONS OR OTHER PROMOTIONAL
ACTIVITIES SHOULD BUDGET CONSIDERATIONS DICTATE CHOICE.
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